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 COMMITTEE ON HUMAN RESOURCES
 RESEARCH AND DEVELOPMENT BOARD
 WASHINGTON 25, D. C.

CONFERENCE TO EXPLORE PSYCHOLOGICAL ASPECTS
TO IMPLEMENT INFORMATION PROGRAM

To be held August 10-11, 1950,
 At 9:30 A. M., in Room 3E-1060
 Pentagon Building
 Washington, 25, D. C.

How can we reach (or increase) our audience behind the Iron Curtain?

Chairman, Dr. Donald G. Marquis

August 10, 1950

Eric Walker

9:30	Introductory Remarks	Mr. William Webster, Chairman, RDB
10:00	Statement of the Problem	RADM Leslie C. Stevens, JCS
10:30	State Department Programs	Mr. W. T. Stone, State Department
11:15	Questions and Answers	
11:30	Present Status of PW Intelligence	
12:15	Questions and Answers	
12:30	Luncheon	
2:00	Status of PW Planning, Preparation and Operations - Navy	Captain Denys W. Knoll, OpNav
2:30	Progress Report - Navy Pilot Study on PW in ASW	CDR Richard Holden, ONR Dr. Jerome Bruner, Harvard
3:00	Questions and Answers	
3:15	Status of PW Planning, Preparation and Operations - Air Force	Colonel O. L. Grover, AFOPO

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2) Specie, cont. 11 Aug 50 am.

1 on Elite Communication
cation.

DAVISON -

The study on warning
target populations prior
to air attack.

Found that communication
by word of mouth, preferable
in South at same
speed.

Peasants greatly im-
pressed by leaflets;
(all this based on German
area of occupied Russia)

RM-# 275. Appendix to RM 161

② "Hiropeak" in process

- ① what can be done
to promote defections in
S.A.F. in peace (b) in war
- ② to promote inefficiency
in general.

Exploitation of Supersti-
tion for PW purposes.

Has appendix on
use of chain letters.
RM 365.

One on planning White
prop.

Organizational weapon-
infiltration + subversion
techniques of Com + non Com

Intell Value of Contact
RM 116.

Projected Research -

1 on Black listening - some
good data both human + in
satellites. Why, where, who, what +
done with info etc.

1 on relevance of PW
against present Sow mil action
(against recruitment of
the "human wave" forces
used today in Korea)

PW against guerrilla war-
fare

Reinhardt -

Mes. lessance -

Voice in Sowm.

Kretschmar -

Briefly on Gaea

Stated that but 1/4
pol. desk men of St. O
feel that VOA is engaged
in PW. Mentioned
increased sharpness of
force since Korea.
Make decisions above
St. on some issues -
ex - MacArthur charges.

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3:45 Questions and Answers

4:00 Status of PW Planning, Preparation
and Operations - Army

Lt. Colonel F. R. Young, GS, G-3

4:30 Questions and Answers

August 11, 1950

9:30 Evaluation of Present VOA
Programs, Successes and
Difficulties

Dr. Leo Lowenthal, VOA
Mrs. Marjorie Lissance, VOA
~~Mr. Lowell Glueas, VOA~~

1. Europe - (a) Russia
(b) Satellite Countries

Kretzmann

2. Asia

11:15 Questions and Answers

11:30 Pertinent PW Research:
Completed, in Progress and
Planned

Dr. Hans Speier, Rand Corp.
Mr. W. Phillips Davison, Rand Corp.

12:15 Questions and Answers

12:30 Luncheon

2:00 General Critique, Evaluation
and Recommendations

Audience

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PARTICIPANTS FOR SPECIAL CONFERENCE
To Explore Psychological Aspects to Implement Information Program

Room 3E-1060 - Aug. 10, 11, 1950

RDB (Consultants)

Marquis, Donald G. - University of Michigan
Burchard, John - Massachusetts Institute of Technology
Davis, Kingsley - Columbia University
Gardner, John W. - Carnegie Corporation, Inc.
Geldard, Frank A. - University of Virginia
Janowitz, Morris - University of Chicago
Leighton, Alexander H. - Cornell University
Likert, Rensis - University of Michigan
Speier, Hans - The Rand Corporation
Stevens, Stanley S. - Harvard University
Wilson, Elmo - International Public Opinion Research

RDB (Staff)

Webster, William - Chairman, RDB
Loomis, Henry - Staff Ass't. to the Chairman, RDB
Walker, Eric - Exec. Sec., RDB
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Nadel, Aaron B. - Dep. Exec. Dir., HR Comm.
Abbott, Lt. Col. H. E., Jr. - AF Sec., HR Comm.
Moncrief, Lt. Col. J. S., Jr. - Army Sec., HR Comm.
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Brown, Sam K., Jr. - Asst. Sec., Elect. Comm.

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Clark, Lt. Col. Cuyler L.

JCS

Stevens, Rear Adm. Leslie C. (JCS)
Bohnaker, Col. Wm. J. (AF) (JSPD)
Hopkins, Col. Armand (A) (JSPD)
Philbin, Lt. Col. T. R. (A) (JSPD)
Dickey, Lt. Col. Joseph K. (A) (JCS) (Brown Team)
Hawes, Col. Philip R. (AF) (JCS) (Brown Team)
Leggett, Capt. Aubrey B. (N) (JCS) (Brown Team)

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Military Departments

NAVY

Knoll, Capt. Denys W. - OpNav
Florence, Cdr. J. W. - Op 34
Joyce, Cdr. T. W. - Op 32
Schlech, Cdr. W. F. - Op 31
Holden, Cdr. Richard - ONR
Dickson, LCDR J. P. - ONR
Macmillan, J. W. - ONR
Bruner, Jerome - (Consultant) (ONR)

AIR FORCE

Grover, Col. O. L. - AFOPO
Walkowicz, T. F., Lt. Col. - AFDDC
Bowers, R. V. - HRRI, Air Univ.

ARMY

Curtin, Lt. Col. W. A., Jr. - GS G-3
Young, Lt. Col. F. R. - GS G-3
Stark, Maj. K. B. - GS G-3
Pettie, Geo. S. - ORO
Port, A. T. - Office of the Secretary

Department of State

Kretzmann, Edwin A.
Lissance, Marjorie Fiske
Lowenthal, Leo
Penniman, Howard R.
Stone, Wm. T.

C. I. A.

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[Redacted]

Rand Corp.

Davison, W. Phillips

Others Present

Kirk, Grayson - Columbia University

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1. Groups behind the
Ceert - consider pol funds & co.
Visitors more well.

than coop workers - Norms
etc.

Pol leadership were
imp. than masses - who are
apathetic, impotent. This
elite can act in a relative
way.

2. Predisposition of the
audience - conditions +
changing conditions under
which they live. I.e., we must
know what they want.

Feels fancy gadgets, devices
unnecessary to reach them -
called att. to HST's speech - got
behind Ceertain. If we
have clarity, purpose, some-
thing to say, feels it will get
through. Don't worry how
we say it, but of content.

④ Use most authoritative
sources. (Vox has never
developed a speaker success,
well to WE, + whose speakers
are anticipated each day.
Feels we must find one who
will become an authoritative
speaker for US, world
over. (Gable's example).

Studies

① The Elite Studies
to find a code of behavior
of the nobility in positions,
situations etc.

Include Pilot Study on Chinese CP

free report on this is
being printed. Another
year for final product.

② Mass Attitudes in
Soviet (based on open
sources) - in cooperation
with Margaret Mead. Read
(report) in about 1 moth.

③ Study on MVD. Function
etc. Have one printed
on this (M-403)

④ RM-207 on Sov. Inte-
ligence.

⑤ Project. Certain Kaiser
Interviewing project in
Germany - based with Sov
Russia's view Germany -
military people. A study
on Sov. Armed Forces.

Psychos
⑥ Study on Nov. Com. Left in
WE.

⑦ Study on the man made
satellite. TS. See Scine
Div lists est of poich
+ polit effects of the
vehicle.

RM 120. (Uninvent. We
in about 1 moth +.

⑧ Polit Utility of AF in
Times of peace. Can it
deter war. Ref. to Paul
Britannia + use of sea
power in demonstration.

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